INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members Only

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1960 Yearbook of Agriculture

The 1960 Yearbook of Agriculture is entitled *Power To Produce*. It describes the mechanical revolution on the farm.

The Yearbook tells of the changes from horse-drawn operations to the marvels of pushbutton automation. Topics include the development of tractors, electricity, communications, power on the land, harvesting methods, developments in handling livestock, mechanization of marketing, farm buildings, efficiency of labor, the effects of power, and power in the future.

The Yearbook of Agriculture is a Congressional document and is available from U. S. Senators and Representatives, and also may be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for $2.25 a copy.

New Sweet Cherry Varieties

Budwood of two new sweet cherry varieties, Chinook and Rainier, has been released cooperatively by the USDA and the Washington Agricultural Experiment Stations for increase by nurserymen. Both varieties are suited to fresh market sales and processing, according to USDA.

Trees of both varieties are described as vigorous, upright spreading, and have proved virus-free in indexing tests at Prosser, Wash. Since neither of the two varieties is self-pollinating, they require trees of such varieties as Bing, Van, or Sam nearby. Both are also good pollinators of Bing. Nurserymen may obtain budwood by writing Harold W. Fogle, Irrigation Experiment Station, Prosser, Wash.

Chinook has large, attractive, heart-shaped to rounded fruit. Its skin is mahogany-colored and the surface remains glossy at maturity. The flesh is medium to dark red, firm, and uniformly colored.

Rainier is a light-colored cherry, with large, egg-shaped fruit. Its yellow skin has a slight pink cast and its flesh is clear with a colorless juice.

Russian and Indian Food Teams Visit N.C.A. Offices

N.C.A. facilities have been included on the itineraries of two of the food teams—Russia and India—visiting America under the State Department's exchange program.

The Soviet Fruit and Vegetable Processing team visited N.C.A.'s Western Research Laboratory at Berkeley on September 14. There they learned about the American industry's work on food standards, canner-grower relationships, and how the results of research are made available to industry.

The Indian Packaging Industry Productivity Team visited N.C.A.'s Washington headquarters September 23. Executive Secretary Carlos Campbell welcomed them and explained the Association's aims, purposes and functions. They were given a tour of the building including the Laboratory facilities and Dr. H. L. Stier, Director of the Division of Statistics, reported on the productivity increases in canning, popular container sizes of this industry, and results of the Multiple Packaging Studies conducted under the Philadelphia Project of the Consumer and Trade Relations program.

The Indian tour was under the auspices of the International Cooperation Administration. Plants of the H. J. Heinz Company, Continental Can Company, and General Foods Corporation were included on their tour. The Russian tour was handled by the Foreign Agricultural Service of the USDA, assisted by a committee containing industry representatives, with J. M. Reed, Assistant Director of the Washington Laboratory, as a member for the canning industry.

President Milan D. Smith of N.C.A., who recently returned from a Soviet tour as a member of an American team of food executives, attended the final session of the Russian team at USDA September 23.

Besides the Berkeley Laboratory, the Russian team, which consisted of mechanical, engineering and design specialists, visited a number of federal, state and private research institutions and food plants of Bercut-Richards Packing Company, Libby, McNeill & Libby, Gerber Products Company, General Foods Corporation, as well as supply firms such as Food Machinery and Chemical Corporation and Chisholm-Ryder Company, Inc.

Tariff Simplification Study

The U. S. Tariff Commission plans to release on November 15 the final report on its tariff classification study. The report will constitute a recommendation to Congress for revision of the customs laws under which imported articles are classified for tariff purposes.

The study was made by the Tariff Commission pursuant to a provision in the Customs Simplification Act of 1954. The study was intended to lead to a simplification and modernization of the tariff schedules. The study was not directly concerned with tariff rates.

The Tariff Commission's final report will consist of ten volumes, one of which will be Schedule I—Animal and Vegetable Products. Copies of each volume will be available for purchase from the Government Printing Office.

U. S. Invites Proposals for Trade Missions

The U. S. Department of Commerce is planning its schedule of trade missions for 1960-61, and invites businessmen to submit proposals which might be of benefit to them or to their industries generally.

The usual trade mission consists of three to five U. S. businessmen, accompanied by a government official. Their schedule overseas includes visits to important commercial centers and other cities, and conferences there with businessmen, public officials, and organizations in each city. These person-to-person meetings permit the exchange of information and ideas and are intended to lay the groundwork for an increase in trade. Among sub-

jects discussed are licensing and investment as well as sales opportunities.

Following is the schedule of trade mission visits currently projected for 1960-61:

France—Oct. 5-Nov. 19.
East Africa (Kenya, Uganda, Tanganyika)—Oct. 22-Dec. 3.
Ceylon (possibly including Malaya and Singapore)—Jan. 14-March 4.
Colombia—Feb. 4-March 18.
Southern Caribbean Area (West Indies, Surinam, British Guiana, and Netherlands Antilles)—Feb. 18-April 1.
Australia—Feb.-March.
Japan—April-May.
Germany—April-May.
Chile-Uruguay—April-May.
West Africa—April-June.
Nigeria—May-July.

True Story

Articles featuring canned pineapple and tomato sauce appear in the October issue of *True Story* magazine.

"Pineapple's light golden color gives a pretty air to any dessert, whether it is added to a soft pudding or to a cake!" says home service editor Esther Foley in her article "Say—That's Pretty!" Five recipes, each using canned pineapple, are given, and one also uses canned cranberry sauce. One of the recipes, Duchess Cream, is shown in a full-page color photograph.

Another article, "Eggs Like Tomato Sauce," is made up of four recipes, each using canned tomato sauce with eggs.

Co-ed Magazine

The September issue of *Co-ed*, a magazine for teenage students in home economics classes, contains a feature entitled "What's in a Can." *Co-ed* magazine is used in schools by students and teachers, is taken home and read by parents, and also is used by home economists in other fields.

The article notes that many different products are packaged in cans, but points out that "when we think of 'canned goods,' we usually think of food." It continues:

"This year, 1960, marks the 150th anniversary of the invention and first practical application of the metal can. Did you realize that the average American consumes the contents of 250 cans a year?—that there are more than 1,200 varieties of canned food?—that canned food accounts for more than 12 percent of our food consumption?

"You can tell by those figures that it's important for you to know how to shop for canned foods in order to get the best for a particular use. Your best, and most complete, guide to buying is the label on the can."

There follows a section on how to read the label, a chart of can sizes, and information on how to store canned foods.

A quiz article, "Getting Your Money's Worth," poses some questions from the article on buying canned foods.

Institutions Magazine

"Low-cost and low-calorie luncheon ideas build noontime volume," says Mrs. Janet Elliot, food editor of *Institutions* magazine, in her September article, "White Collar Lunches."

Three photograph illustrations showing suggestions for low calorie luncheons feature canned foods. They show Tomato Consomme Aspic using tomato juice, consomme and asparagus; Salmon Cottage Cheese Mold using salmon and lemon juice; and pineapple-cheese salad garnished with pimientos. A number of the recipes given in the article include canned foods as ingredients. The N. C. A. Consumer Service Division cooperated in supplying material.

Mrs. Elliot says that the largest segment of the luncheon group (55%) is the business man, 35% are employed women, and 10% are women shoppers. She gives the operator valuable tips on what dishes these groups prefer for luncheon as well as other information valuable to institutions catering to the luncheon trade.

Institutions magazine has subscribers in all types of mass feeding and housing operations.

Import and Exchange Controls Limiting Canned Fruit Exports

The extent to which exports of canned fruits and fruit juices are limited by import restrictions abroad is shown in a compilation by the Foreign Agricultural Service of USDA.

The import restrictions are governmental controls which interfere with normal trade. In the tabulation by the FAS (at right) is shown the type of import and exchange controls which are currently maintained:

	– Canned Fruits –		
Europe:	Peaches & Cocktail	Other	Fruit Juices
Common Market:			
Belg.-Lux.	1	1	1
France	4	4	4,6
Germany	2c	2c,7	1,8
Italy	4	4	4
Netherlands	2a	2a	2a
EFTA:			
Austria	2a	2a,9	2a,10
Denmark	1,11	1,12	4
Norway	2a	2a,13	2c
Portugal	5	5	1
Sweden	1	1	1
Switzerland	1	1	1
United Kingdom	3a	3a	1,14
Other:			
Finland	5	5	5,15
Ireland	4	4	4
Central America:			
Costa Rica[16]	3	3	3
Cuba[19]	3	3	3
Dom. Repub.	1	1	1
El Salvador	1	1	1
Guatemala[20]	2	2	2
Haiti[21]	2	2	2
Honduras	1	1	1
Mexico[22]	3	3	3
Nicaragua[23]	2	2	2
Panama Rep.	1	1	3a
South America:			
Brazil[24]	4	4	4
Colombia	5	5	4,16
Ecuador[25]	3	3	3
Peru[26]	3	3	3
Venezuela	3,17	3,17	3,17
Other:			
Ceylon[27]	3	3	3
Japan	4	4	4
Malaya Fed.	1	1	1
New Zealand	3a	3a	3a
Philippine Rep[18]	4	4	4
Un. of So. Africa	2a	2a	2a

1 Import permitted without restriction.
2 Import permitted with minor restriction: a Import license required but automatically granted. b Exchange permit required but automatically granted. c Liberal import licensing.
3 Import permitted with significant restriction: a Quantitative limitation. b Seasonal limitation.
4 Imports severely restricted.
5 Import prohibited.
6 Lemon and grapefruit juices "1".
7 Pineapple and grapefruit "1".
8 Applies to citrus juices only; others "4".
9 Except apricots which are "5".
10 Except apple, pear, and grape which are "5".
11 Cocktail "4".
12 Applies to apricots, grapefruit, and pineapple; others "4".
13 Except apples and pears which are "4".
14 Oranges and grapefruit "3a".
15 Except citrus and pineapple which are "3a".
16 150 percent exchange deposit required.
17 Strict licensing.
18 Exchange premium.
19 Exchange restrictions and import surcharges.
20 Temporary 20 percent increase in import duties.
21 5 percent surcharge.
22 Erratic licensing.
23 50 to 100 percent exchange deposit required.
24 High exchange premium and fluctuating duty valuations.
25 Exchange premium plus special import taxes.
26 Exchange differential and preferential duties.
27 Licenses only to Ceylonese importers.
28 Strict exchange controls and commodity licensing.

Shipments of Metal Cans and Glass Containers, Jan.-July

(Bureau of the Census
U. S. Department of Commerce)

METAL CANS

	Jan.-July cumulative	
	1959	1960
	(*short tons of steel*)	
Fruit and fruit juices (including cans for fruit base still drinks sold as soft drinks)	741,914	378,070
Vegetable and vegetable juices		307,322
Meat, including poultry	82,323	81,454
Fish and sea food	66,673	74,727
Baby food, including formulas	274,208	24,474
"Other" foods, including soups		267,710

GLASS CONTAINERS

	Jan.-July cumulative	
	1959	1960
	(*thousands of gross*)	
Wide-mouth food (including fruit jars, jelly glasses, and packers' tumblers)	24,708	24,691
Narrow-neck food	8,740	9,012

Study of Shrimp Imports

The U. S. Tariff Commission has instituted an investigation of the domestic shrimp industry, including fishing and processing, and of imports of shrimp and shrimp products.

This is the second investigation of the shrimp industry to be made by the Commission this year. In the first, undertaken at the direction of the House Ways and Means Committee, the Commission denied that it has authority to recommend a tariff in the course of such an investigation, under Section 332 of the Tariff Act (see INFORMATION LETTER of May 14, page 158).

In the current investigation, at the direction of the Senate Finance Committee, the Tariff Commission has been directed to include in its report an analysis of the possible results of a duty of 35 percent, a tariff quota not exceeding 1960 imports, and an ex-quota rate of 50 percent.

The Commission will hold a public hearing January 9.

Meat Canned in August

(Agricultural Marketing Service of USDA)

	3 Lbs. & over	Under 3 Lbs.	Total
	(*thousands of pounds*)		
Luncheon meat	13,724	10,987	24,710
Canned hams	22,010	496	22,507
Beef hash	363	4,239	4,602
Chili con carne	961	15,908	16,869
Vienna sausage	392	5,094	5,485
Frankfurters and wieners in brine	.....	245	245
Deviled ham	.....	1,002	1,002
Other potted and deviled meat products	6	2,502	2,508
Tamales	336	3,660	3,996
Sliced, dried beef	26	269	294
Chopped beef	.....	773	773
Meat stew	418	11,087	11,504
Spaghetti meat products	233	8,847	9,080
Tongue (not pickled)	44	34	78
Vinegar pickled products	832	1,622	2,454
Sausage	.....	390	390
Hamburger	1,095	2,429	3,525
Soups	2,013	27,137	29,150
Sausage in oil	537	311	848
Tripe	.....	365	365
Brains	.....	205	205
Loins and picnics	2,874	672	3,546
All other products 20% or more meat	1,129	6,279	7,408
All other products less than 20% meat (except soup)	1,040	25,517	26,557
Total	48,034	130,069	178,103

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 188,356,000 pounds.

List of Fishery Statistics

A list of fishery statistical publications has been issued by the Fish and Wildlife Service. Under the heading *Fishery Statistical Publications of the Bureau of Commercial Fisheries*, it catalogs the reports issued by other groups as well as the FAWS which deal with catch, landings, freezings and cold storage holdings, volume and value of processed products, distribution and marketing conditions, prices, and other data.

Copies of the list, Fishery Leaflet 432 Revised, may be obtained from the Office of Information, Fish and Wildlife Service, Department of the Interior, Washington 25, D. C.

Utilization of Potatoes

Potatoes from the 1959 crop sold for processing totaled 47,963,000 hundredweight and amounted to 20 percent of the total 1959 production, according to the Crop Reporting Board of USDA.

Quantities used for the processing of food items continued to increase—40.2 million hundredweight from the 1959 crop compared with 34.1 million from the 1958 crop and 28.6 million from the 1957 crop.

Processors of potato chips and shoestrings took about one-half of the potatoes processed for food items from the 1959 crop. Processors of flakes, granules and other forms of dehydrated potatoes used 29 percent more potatoes from the 1959 crop than from the 1958 crop. Potatoes used for making frozen french fries from the 1959 crop exceeded by 19 percent the quantity used from the 1958 crop. The volume of potatoes used for canning, including hash, stews and soup, was less than from the crop of 1958.

The following table shows utilization of the 1958 and 1959 crops of potatoes:

	1958 crop	1959 crop
Sales:	(*thousands of cwt.*)	
Table stock	144,874	142,937
For processing, total	52,494	47,963
Chips and shoestrings	17,063	20,224
Dehydration	5,917	7,656
Frozen french fries	7,352	8,745
Other frozen products	911	1,173
Canned potatoes	1,250	1,185
Other canned products (hash, stews, soups)	1,614	1,262
Starch and flour	18,387	7,718
Other sales, total	32,232	20,332
Livestock feed	18,918	6,607
Seed	13,314	13,725
Total sales	229,600	211,232
Non-sales	36,129	32,049
Total production	265,729	243,281

Distributors' Inventories

USDA has developed a system of uniform cost accounting for use by wholesale frozen food distributors.

During 1958-59 the firms cooperating in the USDA study had an average of 36.7 days' sales in inventory. The distributors reduced their inventories from an average of 37.8 days in 1958 to 35.8 days in 1959.

Quarterly data for 1958 and 1959 show that the average cost of the frozen foods sold was 85.2 percent of the distributor's net sales. Gross profit was composed of operating expenses (13.1 percent) and net profit (1.7 percent).

Stocks and Shipments of Pineapple Products

(Pineapple Growers Association of Hawaii)

	Carry-over month	Supply 1959-60	Supply 1960-61	Canners' Stocks, Aug. 31 1959	Canners' Stocks, Aug. 31 1960	Season Shipments to Aug. 31 1959	Season Shipments to Aug. 31 1960
		(*thousands of actual cases*)					
Pineapple	June	17,441	17,046	10,796	12,787	6,645	4,859
Pineapple juice	June	12,390	13,061	9,854	9,526	2,535	3,535

Forthcoming Meetings

Oct. 6-9—Florida Canners Association, 29th Annual Convention, Fontainebleau Hotel, Miami Beach

Oct. 12-14—Quartermaster Association, National Convention, Washington, D. C.

Oct. 17-18—Texas Canners Association, Annual Meeting, Echo Motor Motel, Edinburg

Oct. 19-21—National Pickle Packers Association, Annual Meeting, Edgewater Beach Hotel, Chicago

Oct. 24-26—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City

Oct. 24-27—Institute of Sanitation Management, Annual Conference and Show, Sheraton-Cadillac Hotel, Detroit

Nov. 1—Iowa-Nebraska Canners Association, 59th Annual Meeting, Tallcorn Hotel, Marshalltown, Iowa

Nov. 3—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 4-5—Florida Vegetable Canners Association, 2d Annual Convention, Deauville Hotel, Miami Beach

Nov. 13-16—Georgia Canners Association, Annual Convention, General Oglethorpe Hotel, Savannah

Nov. 14-15—Wisconsin Canners Association, 56th Annual Convention, Schroeder Hotel, Milwaukee

Nov. 15-17—Indiana Canners Association, Annual Convention, Sheraton-French Lick Hotel, French Lick

Nov. 20-21—Pennsylvania Canners Association, 46th Annual Convention, Yorktowne Hotel, York

Nov. 21-22—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Nov. 28-29—Ohio Canners and Food Processors Association, 53d Annual Convention, Deshler-Hilton Hotel, Columbus

Nov. 28-Dec. 1—Vegetable Growers Association of America, Annual Convention, Schroeder Hotel, Milwaukee

Dec. 1-2—New York State Canners and Freezers Association, 75th Annual Meeting, Statler-Hilton Hotel, Buffalo

Dec. 5-6—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore

Dec. 5-6—Ontario Food Processors Association, Annual Convention, Royal York Hotel, Toronto

Dec. 10-14—National Food Brokers Association, National Food Sales Conference, The Conrad Hilton Hotel, Chicago

Dec. 12-14—National Conference on Water Pollution, Sheraton-Park Hotel, Washington, D. C.

Jan. 8-10—National Preservers Association, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 9-11—Northwest Canners and Freezers Association, Annual Meeting, Multnomah Hotel, Portland, Ore.

Jan. 12-13—Canners League of California, 38th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 12-15—Association of Food Distributors, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 23-26—NATIONAL CANNERS ASSOCIATION and Canning Machinery and Supplies Association, 54th Annual Conventions, The Conrad Hilton Hotel, Chicago

Jan. 29-Feb. 1—Canadian Food Processors Association, Annual Convention, Prince Edward Hotel, Windsor, Ont.

Feb. 2-3—Statistical Quality Control and Instrumentation Workshop for the Food Industry (co-sponsored by N.C.A.), Cornell University, Ithaca, N.Y.

Feb. 21-22—Special Industrial Radio Service Association, 9th Annual Meeting, Bakersfield, Calif.

March 3-4—Virginia Canners Association, 53d Annual Meeting, Hotel Roanoke, Roanoke

March 5-8—National Association of Frozen Food Packers, 20th Annual Convention, Dallas

March 5-7—Canners League of California, 57th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

April 6-8—Institutional Food Distributors of America, Annual Convention, Hotel Americana, Bal Harbour, Fla.

April 9-12—U. S. Wholesale Grocers Association, Annual Convention, Hotel Americana, Bal Harbour, Fla.

May 7-10—Super Market Institute, 24th Annual Convention, Chicago

TABLE OF CONTENTS

PAGE

Foreign Trade
Tariff simplification study 265
U. S. invites proposals for trade missions 265
Import and exchange controls limiting canned fruit exports .. 266
Study of shrimp imports 267

Marketing
Distributors' inventories 267

Meetings
Forthcoming meetings 268

Publication
1960 yearbook of agriculture 265

PAGE

Publicity
Russian and Indian food teams visit N.C.A. offices 265
True Story 266
Co-ed magazine 266
Institutions magazine 266

Raw Products
New sweet cherry varieties 265

Statistics
Stocks and shipments of pineapple products 267
Meat canned in August 267
Utilization of potatoes 267

Supplies
Shipments of metal cans and glass containers, Jan.-July 267